

CHAPTER III

THE JUNE DRIVE

The Turn of the Campaign

It must arouse the curiosity of the reader why so many plans of the War Savings Campaign were started and got under way during the first months of 1918 and then abandoned before they were worked to the finish—namely, War Savings Societies, Victory Acres and Thrift Gardens, Flying Squadrons, making colleges and industrial plants 100 per cent in War Savings. The explanation is that a sharp turn, a very sharp, turn in the War Savings Campaign, was taken the first of May.

The New York Conference

The latter part of April Colonel Fries received a telegram from Mr. Vanderlip calling him to a conference of State Directors and other War Savings workers in New York on May 1 and asking him, in the meantime, to hold in abeyance all the plans that he might have for the future War Savings work. In compliance with this request, the State Director held the War Savings work in North Carolina *in statu quo* during the latter part of April and, taking with him Mr. Stephenson and Mr. Milloway, met Mr. Vanderlip and the other State Directors of the South and East in conference at the Plaza Hotel in New York on May 1. At this conference Mr. Vanderlip announced that by the adoption and operation of a certain plan, Nebraska had oversubscribed its allotment in March, and that he would ask the other States to adopt this plan, with certain necessary modifications. After an all-day's session of discussion, the State Directors assured Mr. Vanderlip that they would work this plan in their respective States.

The Plan of the June Drive

The plan was to have President Wilson designate a certain day as National War Savings Day, to have a post-card mailed to each adult citizen, signed by the State Director, calling upon him to attend a meeting at the school house of his district on that day and pledge himself to buy a definite number of War Savings Stamps per month during the balance of the year. Immediately on returning, the State Director held conferences with his State Headquarters force to modify the Nebraska plan so as to make it fit the special needs of the State. It was found necessary to make the township and ward, rather than the school district, the unit of operation, and to make it a campaign of a